

Chapter 1

Nature and Significance of Management

- The process by which a manager synchronises the activities of departments is known as
 - Controlling
 - Co-ordination
 - Directing
 - Organising(Score 1) SAY 2016
- Effectiveness and efficiency of management are two sides of the same coin. What are your arguments about the above statement? (Score 2) SAY 2016
- Do you agree that management has some characteristics of sciences? Substantiate. (Score 2) SAY 2016
- “Business today is dynamic and complex in nature; management helps people to adapt these changes.” In the light of this statement explain other significance of management. (Score 4) March 2016
- The process by which a manager synchronises the activities of different departments is known as _____
 - Planning
 - Integration
 - Direction
 - Co-ordination(Score 1) March 2016
- Mr. Siva Kumar, the sales officer of a firm maintains direct contracts with all the employees in his department. Identify the level of management he belongs to. (Score 1) March 2015
- Identify the management function which denotes the process of ensuring that actual activities conform to planned activities. (Score 1) March 2015
- State any four points that validate management as a science. (Score 4) March 2015
- In a class room debate, Noushad argued that administration is a top level management function and Rehna argued that administration is a lower level management function. Being the moderator, how will you conclude the debate. Substantiate your answer. (Score 2) March 2014
- List out and explain various managerial functions to be performed, if you are appointed as manager in an organisation. (Score 4) March 2014
- “Management is the art of getting things done through other people”, is a definition given by
 - Peter F Drucker
 - Koontz
 - Mary Parker Follet
 - Henry Fayol(Score 1) June 2015
- Mr. Manoj Bobby is the manager and works accordingly. Do you consider his job as a profession? Substantiate your argument. (Score 4) June 2015
- Spot the odd one
 - Production Manager;
 - Marketing manager;
 - General Manager;
 - Personal Manager.(Score 1) March 2017
- Volks Wagen a famous car manufacturing company decided to call back some of its models due to poor pollution standards. By doing so they upheld one of the objectives of management. Briefly explain the objectives of management in the light of the above action. (Score 5) March 2017
- What a manager does in India is the same as what a manager practices in US ? Which characteristic of management well justifies the above statement ?
 - Goal orientation
 - Pervasiveness
 - Multidimensional approach
 - Continuous nature
- Madan and Sidan got into an argument 'whether management is a profession or not'? Help them to resolve the conflict. (Score 2)SAY2017
- Management is responsible for efficient utilisation of men and material resources for fulfilling the economic objectives of the business. Explain about these economic objectives. (Score 2)SAY 2017

18. Policy formulation is the function of _____

- (a) Top level management
- (b) Lower level management
- (c) Middle level management
- (d) All of these

Score 1 march 2018

19. Give two reasons that management is called as a science.

(Score 2) March 2018

20. Classify the following personnels under different levels of management.

- a) Marketing manager
- b) foreman
- c) supervisor
- d) General Manager
- e) Chairman
- f) Personnel manager

(Score 3) March 2018

Chapter 2

Principles of Management

1. Which one of the following principles of Fayol justifies the statement “a place for everything and everything in its place”.
 - a) Equity
 - b) Stability of personnel
 - c) Espirit De Corps
 - d) Order (Score 1) SAY 2016
2. Discuss about any five techniques of scientific management as specified by F.W.Taylor.. (Score 5) SAY 2016
3. Henry Fayol a famous management theorist hails from _____
 - a) Japan
 - b) Spain
 - c) Russia
 - d) France (Score 1) March 2016
4. “Wages of employees should be fixed scientifically based upon their performance.” Identify and explain the principle mentioned here by F.W. Taylor. (Score 5) March 2016
5. In the opinion of Henry Fayol, the management expert, each employee should be received orders from one superior only. Mention the management principle referred here. (Score 1) March 2015
6. F W Taylor, the father of scientific management developed various techniques to improve performance of business firms. Explain any four of such techniques. (Score 4) March 2015
7. As a part of implementing scientific management techniques in his institution, Mr. Aravind decided to conduct work study. For that he conduct time study, motion study and fatigue study. But he forget to conduct one related study. Identify it. (Score 1) March 2014
8. Mr. Sam, working in production department always receive instructions from production manager only.
 - (a) Which management principle is applicable here?
 - (b) Who advocated these principles? (Score 2) March 2014
9. As the father of modern management, Henry Fayol has suggested some management principles. List out any six of them. (Score 3) March 2014
10. Spot the odd one from the following.
 - a) Work study
 - b) Time study
 - c) Method study
 - d) Motion study (Score 1) June 2015
11. _____ ensures timely and accurate completion of a job.
 - a) Speed boss
 - b) Gang boss
 - c) Route clerk
 - d) Time boss (Score 1) June 2015
12. Miss Meenu is the Manager of a Bank where Ali, Jacob and Sekhar are the assistant Manager, collection, Loan and Administration respectively. Which principle of management by Henry Fayol is applied here. Explain it. (Score 3) June 2015
13. Explain briefly the techniques of Scientific Management as propounded by F.W.Taylor. (Score 5) March 2017
14. Which among the following is not a contribution by F.W. Taylor ?
 - (a) Differential Piece Rate
 - (b) Time Study
 - (c) Scalar Chain
 - (d) Functional Foremanship (Say 2017)
15. Briefly explain about any 10 principles of management as contributed by Henry Fayol. (Score 5) SAY 2017
16. Identify the management principle which emphasis on 'one head and one plan'.
 - a) Order
 - b) Equity
 - c) unity of command
 - d) Unity of direction (Score 1) March 2018
- 17.

A	B
a) Obedience to rule	Initiative

b) only one boss for individual employee	Order
c) a right place for everything	Espirit-De-corps
d) Freedom to execute plan	Discipline
e) Feeling team spirit	Unity of command

(Score 5) March 2018

Chapter 3

Business Environment

1. Life expectancy is one of the key elements that influences:
a) Legal environment b) Economic environment
c) Social environment d) Political environment (Score 1) SAY 2016
2. What is your understanding about the terms (i) Globalisation, (ii) Liberalisation and (iii) Privatisation? (Score 3) SAY 2016
3. Abolition of unnecessary licensing and quotas are examples of ____ (Score 1) March 2016
4. "Smart phones were widely used in rail ticket booking, internet browsing, e-commerce, etc." Explain the element of business environment referred here. (Score 3) March 2016
5. Royal Insurance Company Ltd., decided to computerise all its branches in Kerala to provide better services to the customers. Identify the external environment the company has made use of. (Score 1) March 2015
6. The Industrial Policy 2003 formulated by the Govt. of India was to highlight some objectives. Name any four such objectives. (Score 4) March 2015
7. Write down the contents you have to include in the seminar report on the topic business environment and its classification. (Score 4) March 2014
8. Spot the odd one from the following.
a) Religion b) Customs and Tradition
c) Educational System d) Judicial System (Score 1) June 2015
9. "Maruthi Suzuki a leading car manufacturer in India is producing different models for different class of people." which environment of business is considered here? Explain it. (Score 3) June 2015
10. "In spite of global economic crisis India is expected to achieve a growth rate of 6.8% in the F.Y. 2015-16." In the light of the above statement briefly explain the impact of Government Policy changes in business and industry. (Score 3) March 2017
11. The integration of the various economies of the world leading towards the emergence of a cohesive global economy is known as (Score 1) March 2017
12. Stability and peace prevailing in the country are examples of
a) Legal Environment b) Economic environment
c) Social Environment d) Political environment (Say 2017)
13. State the various grounds why understanding the importance of business environment is so vital for business managers? Score 3 SAY 2017
14. There is heavy demand for fast food restaurants in Kerala due to the change in life style of the people. Describe the environment affected here. (Score 2) March 2018
15. Describe any four dimensions of business environment with suitable examples. (Score 4) March 2018

Chapter 4

Planning

1. Specific statements that tell you about what is to be done are
 - a) Rules
 - b) Procedures
 - c) Policy
 - d) Strategy(Score 1) SAY 2016
2. What are the steps the management need to take in the process of planning?
(Score 4) SAY 2016
3. Even though planning is important in business, it suffers some limitations also. Explain any three limitations of planning.
(Score 3) March 2016
4. The basic material upon which plans are drawn is known as _____ (Score 1) March 2016
5. Find the odd one from the following:
 - a) Rule
 - b) Procedure
 - c) Policy
 - d) Objective(Score 1) March 2016
6. One of the following is not a feature of planning. Spot it
 - a) Pervasiveness
 - b) Mental revolution
 - c) Continuous Process
 - d) Flexibility(Score 1) March 2015
7. The Board of Directors of National Aluminium Co. Ltd. Decided to implement the following plans in their production department during the year 2014.
 - a) Increase the production by 10% in the year 2014
 - b) Only ITI certificate holders should be appointed
 - c) All employees should punch at the factory gate at 8 a.m.
 - d) Newly selected employees should be given one month training.
 - (1) Classify the plans adopted by the National Aluminium Co. Ltd.
 - (2) Establish the reasons for such classification.(Score 4) March 2015
8. State the limitations of planning.
(Score 2) March 2014
9. Spot the odd one in the following.
 - a) Order
 - b) Memo
 - c) Circular
 - d) Report(Score 1) June 2015
10. Read the following statements related to an established hospital in Eranakulam.
 - a) Mobile phones are strictly prohibited in operation theatre.
 - b) We use sterilized syringes onlyIdentify the type of action plans in each statement.
(Score 2) June 2015
11. (a) These are plans formulated for repeated use.
(b) These are plans made for handling non-recurring problems.
Identify the names of these plans.
(Score 2) June 2015
12. "Planning is certainly important as it tells us where to go; it provide direction and reduces the risk of uncertainty." Briefly explain the importance of planning in the light of above statement.
(Score 4) March 2017
13. The basic material upon which plans are drawn is known as (Score 1) March 2017
14. A statement of expected results expressed in numerical terms is known as :
 - a) Budget
 - b) Programme
 - c) Policy
 - d) Strategy(Say 2017)
15. Briefly explain the various limitations of planning the business managers need to overcome.
(Score 4) SAY 2017
16. Differentiate between single use plan and standing plan with example. (Score 3) March 2018
17. Planning is the first step to success. Comment on the statement by illustrating the importance of planning in management
(Score 4) March 2018

Chapter 5

Organising

1. Briefly describe any five advantages of effective delegation in the case of a business enterprise. (Score 5) SAY 2016
2. 'Clever Dogs' is a leading IT Company in Techno Park at Thiruvananthapuram and the organisation has its necessary hierarchical position. The employees of this firm decided to form a Carol Club for its X-mas celebrations and Mr. Mathew is elected as the convenor.
 - a) Identify the 2 forms of organisations here.
 - b) Distinguish between them. (Score 5) March 2016
3. In connection with the Christmas celebration the employees of National Bank formed a small group, who organised a feast and other entertainments. Name the type of organisation referred here. (Score 1) March 2015
4. From the following choose one which is not a part in the process of organising:
 - a) Division of work
 - b) Grouping of Jobs
 - c) Co-ordination of activities
 - d) Scalar chain (Score 1) March 2015
5. Mr. Radhakrishnan, the Branch manager of a nationalised bank often share some of his work to his immediate subordinate Mr. Rajendran, the Assistant Manager. This helps Mr. Radhakrishnan to spend more time to mobilise their targeted deposit.
 - a) Name the element of organisation applied by Mr. Radhakrishnan.
 - b) State the various steps to be followed in the process involved in it. (Score 5) March 2015
6. Span of control refers to
 - a) Number of managers
 - b) Period of appointment of manager
 - c) Number of subordinates under a manager
 - d) None of these (Score 1) March 2014
7. AB Ltd., is manufacturing and distributing plastic home appliances. Draw a diagram and explain the functional organisation structure of AB Ltd. (Score 3) March 2014
8. 'Delegation of authority leads to inefficient superiors'.
 - (a) Do you agree with this statement?
 - (b) Justify your answer. (Score 3) March 2014
9. Mr. Joel is the General Manager of a newly started cashew exporting company in Kollam. He created different departments namely purchase, production, finance, marketing etc in his organisation. Suggest him a suitable organisation structure with the help of a chart. List out important features of it. (Score 5) June 2015
10. Name any 3 co-curricular formal organisations functioning in your school premises. Point out any 3 merits of formal organisations. (Score 3) June 2015
11. Ram, Rahim and Ron are employees of 3R Ltd. Mr. Robert their immediate superior is guiding, instructing and supervising them in their work. Which function of management is performed by Mr. Robert? Give the importance of it. (Score 4) June 2015
12. V. Guard Ltd a leading company in Kerala is engaged in diversified business namely electrical, textiles, amusement parks etc. Each of this have different departments namely marketing, production, finance, research and development etc. Suggest a suitable organisational structure to this company and list its merits and demerits. (Score5) March 17
13. It is often accepted that, instead of having a confronting attitude, management should skillfully take advantage of both formal and informal organisations. Substantiate. (Score 5) SAY 2017
14. Which of the following is not an element of delegation.
 - a) Accountability
 - b) Authority
 - c) Responsibility
 - d) Punctuality (Score 1) March 2018

15. Manu Associates is a company with several departments like production, marketing, Research& Development, Personnel etc., Suggest a suitable form of organisation structure to them and suggest two merits of it. (Score 3) March 2018
16. Explain the concept of 'span of control' with an example. (Score 3) March 2018
17. Differentiate between formal organisation and informal organisation. (Score 4) March 2018

Chapter 6

Staffing

1. Shifting the employee from one department to another or from one job to another as part of training is known as
 - a) Internship
 - b) Coaching
 - c) Job rotation
 - d) Apprenticeship
 (Score 1) SAY 2016
2. Briefly explain the various methods of on-the-job training. (Score 4) SAY 2016
3. Differentiate between recruitment and selection. (Score 3) SAY 2016
4. As attracted by 'Make in India Scheme' of Govt., R R Autos, a German based company started a car manufacturing unit in Tamil Nadu. It requires candidate for different positions in its main plant. What external sources are available to them to fill up different posts? (Score 5) March 2016
5. Prepare a flow-chart showing different steps in selection process. (Score 2) March 2016
6. Find the odd one from the following:
 - a) Intelligence Test
 - b) Aptitude Test
 - c) Personality Test
 - d) Performance Test
 (Score 1) March 2016
7. The newly established Technical University in Kerala wants to appoint 100 data entry operators
 - a) Suggest a suitable test to be conducted to select the candidates.
 - b) Justify your answer. (Score 2) March 2015
8. In Krishna Cashews Ltd., the employees are paid wages on the basis of the quantity of cashews processed by each one.
 - a) Name the method of wage payment system applied there.
 - b) State any three merits of the system.
 - c) Identify any two types of firms where this is suitable. (Score 6) March 2015
9. Sonu, the newly appointed staff of Alpha Food Products Ltd., is given training in accounts, purchase, production and quality control sections in each week. Identify the training method. (Score 1) March 2014
10. Mr. Hari started an industrial unit in Tamil Nadu. His son Manu, your friend appointed as H.R. Manager. Manu appoint 25 staff in different posts. Advice Manu, about different types of training possible here. (Score 3) March 2014
11. Identify the management function from the following statement. Also explain different sources of it. "It is the process of searching for prospective employees and stimulating them to apply for job in the organisation". (Score 4) March 2014
12. Spot the odd one from the following.
 - a) Recruitment
 - b) Training
 - c) Selection
 - d) Staffing
 (Score 1) June 2015
13. Selection is essentially a _____ process.
 - a) Positive
 - b) Negative
 - c) Motivative
 - d) Creative
 (Score 1) June 2015
14. After completing of his MBA, Mr. Balan got selection as Personal Manager in HCL Ltd. He is entrusted with the duty of selecting 50 new sales executives in his organisation. Explain the steps he should follow in this activity. (Score 6) June 2015
15. "It's a managerial function of filling and keeping filled the positions in the organisation structure." Identify the management function and state the different steps followed in it. (Score 5) March 2017
16. Match the following

	A	B	C
(a)	Campus Recruitment	Training	High responsibility
(b)	Promotion	Internal source	Fresh talents

©	Internship	External source	On the job
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(Score 3) March 2017

17. Which one of the following sources of recruitment is not an external source ?
 a) Employment Exchange b) Promotion
 c) Casual Callers d) Campus Recruitment (Say 2017)
18. Zodiac Ltd is contemplating to recruit employees and workers for its proposed overseas project. Write a brief note indicating the various tests used for selection of employees.
 (Score 4) SAY 2017
19. The extend to which sophistication and complexity is increasing, it demands for refined skill sets among existing employees. Explain the two ways by which an organisation can achieve this.
 (Score 3) SAY 2017
20. What do you mean by a blank application form used in relation with staffing function?
 (Score 2) March 2018
21. Differentiate between on the job training and off the job training. (Score 3) March 2018
22. Moon Ltd a newly established company requires different categories of employees to their organisation. Explain the various sources available to them. (Score 5) March 2018

Chapter 7

Directing

1. Which one of the following is not an element of directing?
a) Planning b) Supervision
c) Leadership d) Communication (Score 1) SAY 2016
2. Which one of the following is not a semantic barrier of communication?
a) Technical Jargons b) Gesture decoding
c) Badly expressed messages d) Status (Score 1) SAY 2016
3. Explain briefly the various qualities to be possessed by a good leader.
(Score 5) SAY 2016
4. Differentiate between formal and informal communication. (Score 3) SAY 2016
5. Prepare a pyramidal diagram showing Maslow's Need Hierarchy Theory.
(Score 2) March 2016
6. "It is the process of instructing, guiding, motivating and leading people in the organisation to achieve its objectives". Identify the definition and briefly explain the elements of it.
(Score 8) March 2016
7. What do you mean by incentive? Briefly explain different types of incentives.
(Score 8) March 2016
8. Observe the following methods of communication
(a) Upward communication
(b) Informal communication
(c) Horizontal communication
(d) Diagonal communication
(a) Spot the Odd one.
(b) Justify your answer. (Score 2) March 2015
9. "Effectiveness of leadership depends upon the qualities of a leader." Explain any four qualities of a leader.
(Score 4) March 2015
10. Identify the odd one and justify.
a) Motivation b) Policies
c) Procedures d) Objectives (Score 1) March 2014
11. Who among the following suggested need hierarchy theory?
a) Henry Fayol b) F.W. Taylor
c) Abraham Maslow d) Peter Drucker (Score 1) March 2014
12. "It is the process of stimulating subordinates to act for accomplishing desired goals".
a) Identify it.
b) State its importance in business organisation (Score 3) March 2014
13. Suppose you are appointed as marketing manager in S.K. industries. State different types of communications possible here. Explain each with its requirements. (Score 4) March 2014
14. Use of appropriate verbal and non-verbal language for transmitting the message is termed as
a) Encoding b) Communicating
c) Decoding d) Pop ups (Score 1) June 2015
15. Diagrammatically present communication process involved in a telephonic conversation between X and Y. (Score 2) March 2017
16. Pecuniary and non-pecuniary incentives are used to motivate employees to improve performance. Explain the pecuniary and non-pecuniary incentives used by organisations now-a-days. (Score 8) March 2017
17. What is leadership? What qualities should a leader possess to become a successful one? Briefly explain its different styles. (Score 8) March 2017
18. Autonomy status requirement of an individual is a factor, under which category of needs identified by Abraham Maslow :

- (a) Affiliation (b) Self Actualisation
(c) Esteem (d) Safety (Say 2017)
19. Organisations keen on developing effective communication should adopt suitable measures to overcome the barriers. Suggest any six measures to overcome the barriers of communication. (Scores : 3) (Say 2017)
20. A democratic leader is otherwise known as :
(a) Participative leader (b) Free-rein leader
(c) Autocratic leader (d) Laissez faire leader (Say 2017)
21. Explain the term directing in the context of management. Briefly explain the salient principles of directing. Score 5 SAY 2017
22. Which one of the following is an example of grapevine network of communication?
a) Inverted V b) Free flow
c) Circular d) Gossip (Score 1) March 2018
23. Draw a diagram showing the communication process. (Score 3) March 2018
24. 'A manager must be a good leader'. Describe the various qualities to be possessed by him to co-ordinate the activities of the business organisation. (Score 5) March 2018

Chapter 8

Controlling

1. Pick out a modern technique of managerial control from the following:

a) Statistical reports	b) MIS
c) Break even analysis	d) Budgetary control

 (Score 1) SAY 2016
2. “Without control systems in place, the best of plans can go awry”. Substantiate.
(Score 3) SAY 2016
3. “Control implies the measurement of accomplishment against the standard and the correction of deviations to assure attainment of objectives according to plans” is a definition given by

a) Koontz & O Donnel	b) Henry Fayol
c) F W Taylor	d) Oliver Sheldon

 (Score 1) March 2016
4. Mr. Salam, the new manager of Rubco Ltd., believes that controlling function should concentrate on Key Result Areas. Do you agree with Mr. Salam? Substantiate.
(Score 1) March 2016
5. “Planning and Controlling are inseparable Siamese twins of management.” Why?
(Score 4) March 2015
6. The first step in control process is

a) Corrective Action	b) Fixing Standard
c) Analysing deviations	d) Measuring actual performance

 (Score 1) March 2014
7. Devu, the manager of a business unit opined that 'control without planning is meaningless'.
 - a) Do you agree with Devu?
 - b) State reason.
 (Score 2) March 2014
8. “Controlling is an important function of management”. Identify and explain the importance of controlling.
(Score 4) June 2015
9. Identify the idea behind the diagram and explain its importance.


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graph TD
    A[Setting Standards] --> B[Measuring Performance]
    B --> C[Compare results with standards]
    C --> D[Analysing deviations]
    D --> E[Taking corrective Actions]
    E --> A
      
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 (Score 4) March 2017
10. A system of control pre-supposes the existence of certain standards of performance which eventually are provided by planning. In the light of the above, establish that planning and controlling are inter-related.
(Scores : 3) Say 2017
11. Budgetary control requires the preparation of _____ -

a) Budgets	b) network diagram
c) Bread even chart	d) Training schedules

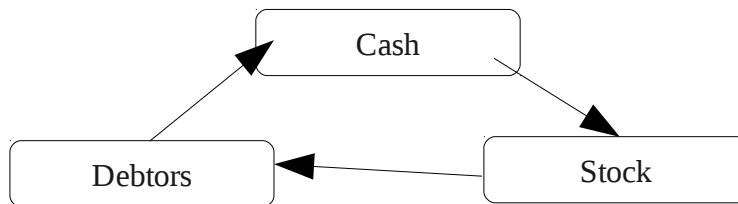
 (Score 1) March 2018
12. Describe the concept of 'control by exception'.
(Score 2) March 2018

Chapter 9

Business Finance

1. List out the twin objectives of financial planning. (Score 2) SAY 2016
2. Mr. Ankit is a newly appointed Finance Manager of Neo Ltd., a manufacturing and trading enterprise. His first assignment with the new employer is about allocation of its capital among projects/assets with long-term implications. Explain the various factors he needs to consider in this regard. (Score 7) SAY 2016
3. "Overall financial health of a business enterprise is determined by the quality of its financial management." Justify the above statement with suitable examples. (Score 7) SAY 2016
4. Financial leverage is favourable when,
 - a) Return on investment is lower than cost of debt.
 - b) Debt is easily available
 - c) The dividends are paid more
 - d) Return on investment is higher than cost of debt. (Score 1) March 2016
5. Spencers India a wholesaler of grocery goods, want to start a new branch in Kerala. They are requiring capital for a period of 20 years. Briefly explain the factors that determine the size of their capital requirement. (Score 5) March 2016
6. Briefly explain the term "financial planning" (Score 3) March 2016
7. Select the wrong pair from the following:
 - a) Interest - Debentures
 - b) Buildings - Working capital
 - c) Mix of debt and equity - Capital structure
 - d) Dividend - Share capital (Score 1) March 2015
8. "No business can run successfully without adequate working capital". By highlighting this fact:
 - a) Narrate the significance of adequacy of working capital
 - b) Identify the important factors influencing working capital of a firm. (Score 8) March 2015
9. "Management of fixed capital involves allocation of firms capital to different long term assets or projects." By highlighting this statement, you are required to:
 - a) Identify and explain the various factors influencing the fixed capital requirements of a company, and
 - b) State the principles to be followed in managing the fixed assets of a company (Score 8) March 2015
10. 'Shortage of capital leads to over capitalisation'. Do you agree with this statement? (Score 1) March 2014
11. It is the capital required for meeting the permanent or long term needs of the business.
 - a) Identify it.
 - b) Explain factors determining it. (Score 8) March 2014
12. "Capital budgeting is an important decision making area for a finance manager." Explain. (Score 8) March 2014
13. Smt. Amanda and Smt. Anaha purchased 500 shares of Wonderla Ltd. Amanda is interested in receiving maximum dividend while Anaha is interested in increase in the market value of shares. Identify and explain the objectives of financial management in the light of Amanda's and Anaha's approach in share purchase. (Score 3) June 2015
14. "It is the return or reward that a shareholder gets from the company on his investment". Identify the term defined here and explain the factors influencing its decision. (Score 8) June 2015

15.



Identify the concept behind the above diagram. Write its meaning and explain the importance of it in business organisations

(Score 8) June 2015

16. Zero working capital means

(Score 1) March 2017

- a) Current Asset > Current Liability; b) Current Asset < Current Liability
c) Current Asset = Current Liability; d) Current Asset ≠ Current Liability

17. Capital Structure is the ratio between owned capital and borrowed capital. Several factors are to be considered in determining an appropriate capital structure. Prepare a chart showing the factors affecting capital structure.

(Score 3) March 2017

18. "It is a decision regarding the distribution of profit to shareholders." Identify the decision and explain the factors affecting such decision.

(Score 5) March 2017

19. Pick out from the following a short term money market instrument having a maturity period of one day to fifteen days used for meeting, cash reserve ratio requirement by commercial bank :

- (a) Treasury Bills (b) Call Money

20. (c) Commercial Paper (d) Certificate of Deposits (Say 2017)

21. Ratios which help in determining the ability of the enterprise to service its long term debts are :

- a) Liquidity b) Profitability
c) Turnover d) Solvency (Say 2017)

22. Financial planning strive to achieve mainly two objectives. State these objectives.

(Scores : 2) say 2017

23. Long term investment decision are also called _____

- a) working capital decisions
b) Dividend decisions
c) financing decisions
d) Capital Budgeting decisions

(Score 1) March 2018

24. Give four examples for current assets.

(Score 2) March 2018

25. What do you mean by capital budgeting? Describe various factors affecting capital budgeting decisions.

(Score 5) March 2018

Chapter 10

Financial Markets

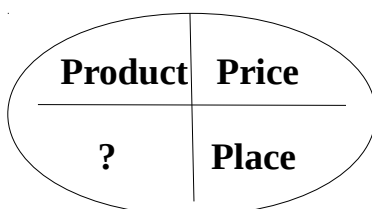
1. The method of issuing securities through intermediaries like issue houses or stock broker is
 - a) Offer of sale
 - b) Offer through prospectus
 - c) Private placement
 - d) Rights issue(Score 1) SAY 2016
2. The SEBI has made it mandatory for the settlement procedure to take place in demat form in certain selected securities for the benefit of an investor in the capital market. Explain how does the demat system work. (Score 4) SAY 2016
3. The settlement cycle in NSE is _____
 - a) T+3
 - b) T+2
 - c) T+1
 - d) T+4(Score 1) March 2016
4. "These are markets for short term funds." Identify the type of financial market and list out its various instruments. (Score 4) March 2016
5. Complete the series:
 - a) Treasury Bills – 14 to 364 days
 - b) Call Money - ?
 - c) Commercial Paper - ?(Score 2) March 2015
6. Indian Money market is a well developed one with the active participation of large number of financial institutions and the presence of innovative financial instruments.
 - a) Name any three participants of Indian money market.
 - b) Name any three innovative financial instruments prevailing in Indian money Market.(Score 6) March 2015
7. Differentiate between money market and capital market. (Score 4) March 2014
8. "Only listed securities are permitted to be traded in the stock exchange". Comment. Also explain functions of stock exchange. (Score 5) March 2014
9. Issue of shares to the existing shareholders for raising additional share capital is called (Score 1) June 2015
10. _____ is the price at which a shareholder is prepared to sell his securities.
 - a) Bid price
 - b) Offer Price
 - c) Issue price
 - d) Share price(Score 1) June 2015
11. Prepare a short not on "Book Building". (Score 3) June 2015
12. Travancore Ltd , decides to use short term fund market for meeting its working capital requirements. List out important money market insruments for raising such funds. (Score 3) June 2015
13. National Stock Exchange of India (NSE) started its operations in (a) 1992; (b) 1994; (c) 1993; (d) 2000 (Score 1) 2017 March
14. Briefly explain different methods of floating new issues in the primary market. (Score 4) March 2017
15. The Managing Director of Ellexi Ltd. Is not same about the primary objectives of financial management and the broad decision making horizons of it. Assist him for getting a better idea in this regard. (Score 7) SAY 2017
16. Mr. Amitabh has been appointed as the Finance Manager of a newly floated manufacturing and trading concern. Help hin in preparing a note addressed to the Board of Directors citing the relevance of capital structure decision for the concern and any six prominent factors that determine the choice of capital structure. (Score 7)SAY 2017
17. Agni Ltd is a medium scale enterprise engaged in the manufacture of match boxes in Kerala. For finding its modernisation requirement, it wanted to access capital market with the least cost that is possible. Identify the stock exchange format most suited to the company. Give

- any six advantages of the above market. (Score 4) SAY 2017
18. Complete as per the hint given:
- a) Money Market - RBI
 - b) Capital Market - ___?_____ (Score 1) March 2018
19. SEBI is the regulating agency in Indian stock exchange. Discuss their major functions. (Score 5) March 2018

Chapter 11

Marketing

- Short term incentives designed to encourage the buyers to make immediate purchase of a product or service is known by the name
 - Personal selling
 - Sales promotion
 - Branding
 - Labelling(Score 1) SAY 2016
- Briefly explain the various levels of packaging of products available. (Score 3) SAY 2016
- “Marketing is concerned with exchange of goods and services from producers to consumers by enhancing the satisfaction level of consumers.” Describe the various functions to be addressed by marketing in order to fulfill the above objective. (Score 8) SAY 2016
- No product or service can be launched without a proper and accurate price tag in place. Discuss about the importance of fixation of prices and the various factors affecting price determination. (Score 8) SAY 2016
- “Marketing mix is a combination of 4Ps.” Briefly explain 4Ps of marketing mix. (Score 4) March 2016
- “In spite of the existence of large number of supermarkets, shopping malls and e-commerce facility, personal selling still plays a crucial role in moving goods and services to required consumers”. Explain the importance of personal selling in the light of this statement in Indian context. (Score 8) March 2016
- What do you mean by the term marketing? Explain its different functions. (Score 8) March 2016
- Colgate Palmolive Ltd., markets Colgate toothpaste in different colours with varying features.
 - Point out the element of the product mix referred here.
 - Explain it. (Score 2) March 2015
- The aim of 'marketing' and 'selling' is to maximise profit. Yet they differ in their approach. Differentiate between these two by pointing out four differences. (Score 4) March 2015
- Mr. Mohan Das, the proprietor of Das Automobiles Ltd., wants to open a branch of its business at Nagarcoil. He is not aware of any sales promotion measures. As a marketing expert, you are requested to narrate him the various objectives of sales promotion and the different sales promotion techniques suitable for his business. (Score 8) March 2015
- “It is often criticised that “advertisement is a wasteful activity and an unnecessary cost”.” You are asked to establish the statement by highlighting the various arguments against advertisement. (Score 8) March 2015
- List out any two sales promotional activities. (Score 1) March 2014
- Your friend, who is studying in Science class asked you about marketing and what are its facilitating functions. What reply do you give? (Score 4) March 2014
- What is Marketing? Write an essay on objectives of marketing management. (Score 8) March 2014
- What are the different components of marketing mix? Why it is so significant? (Score 8) March 2014
- “A group of similar product which falls within a product mix” is termed as
 - Market Line
 - Product Mix
 - Product Line
 - market Mix(Score 1) June 2015
-



Identify the missing word in the above diagram and explain its elements.

(Score 5) June 2015

18. Gionee Ltd. Introduced a new mobile phone with dual sim facility. The finance manager after considering several factors determined its price as ₹ 7500. What factors the manager must consider while fixing ₹ 7500 as price?

(Score 8) June 2015

19. "Sales promotion are those marketing activities other than personal selling advertising and publicity". Do you agree with this statement? What are the objectives of sales promotion? Explain various sales promotion techniques at consumer level.

(Score 8) June 2015

20. Jewellery is an example of

- a) Convenience Product; b) Durable Product;
c) Shopping Product; d) Non-durable Product. (Score 1) March 2017

21. "Packaging performs a number of functions in the marketing of Goods." Give the important functions of packaging. (Score 3) March 2017

22. After completing her Post Graduate Diploma in Marketing Smt. Jayasree was appointed as the Marketing Manager of Alpha Ltd. She is of the opinion that marketing effort of her organisation should be formulated after analysing the concept behind it. Explain different marketing management concepts she should consider before formulating her marketing strategies. (Score 8) March 2017

23. "It is a process of giving name or sign or symbol to a product." Identify the definition and explain its advantages to the marketers and consumers. (Score 8) March 2017

24. Advertising falls under which one of the following elements of marketing mix ?

- a) Promotion b) Place
c) Price d) Product (Say 2017)

25. There exists confusion while using the terms 'marketing' and 'selling'. Help in differentiating the terms. (Scores : 3) Say 2017

26. One of the most important decisions that a marketer has to take with regard to a product is its branding. Explain the various terms associated with branding process. Also narrate the characteristics, a good brand name required to possess. (Score 8) SAY 2017

27. Mr. Alphi the head of Marketing division in a Private Ltd company is confronted with the issue of pushing the demand of its major product. As part of the promotion of the product, he has made up his mind to go for intense advertising campaign. Before committing to the decision, he wants to weigh the merits and demerits of advertising. Assist him in enlisting the merits and demerits of advertising. (Score 8) SAY 2017

28. Packaging is called as the silent salesman in the market. Why? (Score 3) March 2018

29. Explain the 4 P's in marketing. (Score 4) March 2018

30. Pricing of a product is the crucial decision to be taken by a producer. Do you agree? Illustrate the different factors affecting price determination of a product. (Score 5) March 2018

Chapter 12

Consumer Protection

1. Define a consumer as defined by Consumer Protection Act, 1986. Briefly explain how the consumer grievances are redressed in India. (Score 1+3) SAY 2016
2. 'Due to the ignorance of consumers about their rights they are exploited in the market.' Briefly describe various consumer rights as per Consumer Protection Act, 1986 in the light of above statement. (Score 4) March 2016
3. In India there are different consumer protection agencies. Name any six of them. (Score 3) March 2015
4. While conducting interview of marketing executives in J.L. Agencies, one candidate replies that 'consumers have no right'. Do you agree with the candidate? Justify your answer. (Score 4) March 2014
5. "Consumer is the god in the market." On the basis of this statement explain different consumer rights. (Score 4) June 2015
6. Consumers also have some responsibility while purchasing and consuming goods and services. Do you agree with this? State any four consumer responsibility in this regard. (Score 4) March 2017
7. List out the safeguards and rights provided to customers by the Customers' Protection Act, 1986. (Score 4) SAY 2017
8. The Consumer Protection Act, 1986 envisages certain rights to consumers. Illustrate them. (Score 5) March 2018

Chapter 13

Entrepreneurship Development

1. "An entrepreneur is not only the composer of the musical score and the conductor of orchestra but also a one man band." In the light of the above statement, explain the role of entrepreneur in relation to an enterprise. (Score 3) SAY 2016
2. List out the important characteristics of entrepreneurship. (Score 3) March 2016
3. State the important characteristics of Entrepreneurship. (Score 3) March 2017
4. Naveen wants to establish a business enterprise of his own. Appraise him about the various steps he needs to go through in the process of setting up the business. (Scores : 3) SAY 2017
5. Illustrate the functions of the entrepreneur in relation with the economic development of a nation. (Score 4) March 2018

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